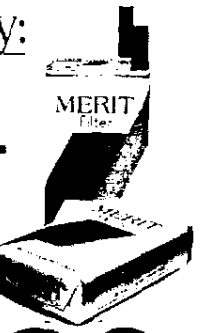
Working Sales

National Smoker Study:



Merit Science Works!

Low tar MERIT with 'Enriched Flavor' tobacco delivers taste equal to–or better than–leading high tar brands.

The 'Enriched Flavor' science of low tar MERIT, 12 years in the making, isolates and fortifies flavor components of smoke for a taste way out of proportion to tar. Can that taste satisfy the toughest critics of low tar smoking—current smokers of high tar cigarettes?

Read the results from a detailed, nationwide research effort involving smokers who taste-tested MERIT against leading high tar brands.

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! *Cigarettes having up to twice the tar.*

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And in interviews conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from [illegible] tar brands.

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

Confirmed: [illegible] elming majority of MERIT smokers say thi[illegible] brands weren't missed!

[illegible] proven conclusively that it not only delivers the flavor [illegible] tar brands—but continues to [illegible].

This ability to satisfy over long periods [illegible] would be the most impo[illegible]nt evidence to date that MERIT [illegible]nce has produced what it claims. The first [illegible] alternative for high tar smokers.

Kings: [illegible] mg nicotine—
100's: [illegible] mg tar/0.7 mg nicotine per cigarette FTC Report May '78

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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MERIT
Kings & 100's

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